

CASE STUDY

TIK TEK MARKETING



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MARKETING





COMPANY OVERVIEW

Tik Tek is a leading company in the cosmetics logistics and distribution industry in Mexico. They specialize in importing and distributing a wide range of cosmetic products, including makeup and hair removal technology, with a total value of millions of dollars. In addition to their core services of product registration, warehousing, logistics, and marketing, Tik Tek also offers wholesale distribution to major retail chains and e-commerce management services. Overall, Tik Tek is a comprehensive and reliable partner for businesses looking to bring their cosmetic products to the Mexican market.



CHALLENGE



Due to the rise of cyberattacks on the supply chain, Tik Tek was recently approached by one of their customers to increase their cybersecurity measures and fully implement passwordless authentication. Although Tik Tek has extensive experience in e-commerce and e-marketing/SEO, they lacked the necessary cybersecurity expertise to fully meet their customer's demands for passwordless authentication. In order to fulfill the request of their customer and strengthen their own cybersecurity posture, Tik Tek decided to seek out additional resources and expertise in this area.



SOLUTION



During their search for a solution that would be compatible with their Azure AD (Active Directory) implementation, the Tik Tek team discovered EZSmartCard and Keytos. To ensure that the implementation of passwordless authentication would be smooth and seamless, the Keytos team worked closely with Tik Tek to understand their specific needs and requirements. By collaborating with Keytos, Tik Tek achieved their passwordless goals without significant disruptions to their daily operations.

"A Keytos Engineer met with us, understood our problem, and came up with a comprehensive solution to help us achieve our goals within our budget. Once the plan was in place, he came into the office and within one day we had our own passwordless solution up and running."

FINAL IMPLEMENTATION

To meet Tik Tek's needs of be a fully passwordless organization on their nationally distributed workforce, and meet their budget constraints, the following implementation was set in place:

All C-level executives were issued 2 YubiKeys (a main YubiKey and a backup YubiKey in case they lose it) with FIDO2 Authentication enabled, and PIV authentication enabled for Azure CBA.

Everyone else in the organization leveraged EZSmartCard to onboard to Passwordless Authentication with the Microsoft Authenticator App.

This setup allowed them to protect their most valuable accounts with a hardware token, giving the highest level of security, and use the same technology to onboard the rest of their workforce to a more convenient and cost efficient passwordless authentication method.





RESULTS

The partnership between Tik Tek and Keytos resulted in a swift and successful implementation of passwordless authentication for Tik Tek's Azure AD identity onboarding. In addition to this, Keytos advised on how Tik Tek was able to utilize their passwordless to protect passwords for other services that do not support single sign-on (SSO) or FIDO2 authentication. Overall, the implementation process was completed in just a few weeks from the initial contact with Keytos, demonstrating the efficiency and effectiveness of the solution.

Since the solution was implemented, the password reset requests have been eliminated, giving Tik Tek's IT team more time to work on other initiatives to secure and improve Tik Tek's Infrastructure.

**GET STARTED WITH
PASSWORDLESS AUTHENTICATION**